

THE TECH

BRADLEY INSTITUTE

PEORIA, ILLINOIS



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SALESMANSHIP—An Anecdote

GAY PAREE—By G. E. Hopper

AN EARLY HISTORY OF DOC. SWAIM

BASKETBALL REVIEW

Vol. XX

February

No. Five

HEAR YE!---

Young Fellows of Bradley



Every Block & Kuhl Co. Suit and Overcoat in our entire stock (including blue serge and black), is reduced in price. The cost now is wonderfully low, as these garments were purchased at the old market quotations.

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It's a Real Smoke"**

"No use talking—there's a rich,
satisfying flavor in

**LEWIS SINGLE
BINDER
5c CIGAR**

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matter what I pay."

"My dealer tells me it costs him more than
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Announcement.

We are sorry to announce that owing to the lack of interest shown by the Bradley Students in our voting contest, inaugurated some time ago, we are compelled to withdraw same. However we wish to thank those who did appreciate our efforts and deposited their votes as they did.

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[Wm. V. DUFNER, Ph. G.]

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P.A. Bergner & Co.

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They'll Tell You The
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Guaranteed Work

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ELECTRIC AND AUTO SUPPLIES

Both Phones Main 690

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BASKET BALL SUPPLIES

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JEWELERS AND OPTICIANS

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STUDIO

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Lenses Duplicated

WALLACE SNYDER

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\$4.50 LUNCH TICKET, \$4.00

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The only factory in Peoria using
PURE NATURAL CREAM

All kinds of Fancy Bricks, Ices,
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One Trial and We Do the Rest.
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Six Year Courses

Extending from End of Common School
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Special Courses for those who wish to become
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Four-Year College Courses in Domestic Economy and Manual Training
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in Watchmaking and Allied Trades

(Departments) **Watchwork, Engraving, Jewelry, Optics.**

Instruction at the Bench, supplemented by classwork and lectures. Watch-
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spond with the Horological School

For Catalogue and other information address,
THEODORE C. BURGESS, Director,
Bradley Polytechnic Institute,
Peoria, Illinois.

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PEORIA, ILL.
315 Main St.

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Young Men's Suits
and Top-Coats for
Spring, 1917.

ESTABLISHED 1876
Rossell's
PEORIA, ILL.
Ice Cream

will round out your social affairs just
right.

It is sold everywhere by the best
dealers—insist upon it in your sodas
and sundaes.

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EDW. HINE & CO.

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BINDERS

We Print 'em All, Both Large and Small

307-309 South Washington St.

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OPTICIANS AND OPTOMETRISTS

Where Peoria Gets Her Glasses

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"Service the Best"

Agents

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Runnells School of Music

527 MAIN STREET (Opp. Post Office)

All Instruments

Voice

Dramatic Art

Best Teachers

Moderate Tuition

The Leading School of Peoria

FOR FIRST-CLASS BARBER WORK, SEE

C. B. DOEBLER

THE BARBER

Corner University and Main Streets

Peoria, Illinois

Only Three Blocks From School

Established 1860

D. H. TRIPP & SON

BOOKSELLERS

STATIONERS

Eastman Line of Kodaks and Photo Goods

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.. THE ..
E.E. JOHNSON CO.
Hardware

OFFERS

A Complete Spring Stock of
ATHLETIC GOODS

BASEBALL
TRACK

TENNIS
GOLF

DROP IN

Out of town students---Notice.

We have secured the agency for the Kwik-pak parcel post laundry case.

Light---Strong---Convenient. Inner case can be replaced at very small expense.

Get them here at \$1.25 each.

Extra labels free.

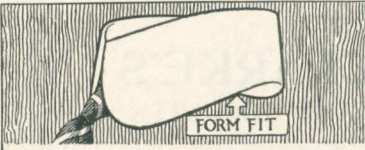
Zagelmeyer's Pharmacy

PRESCRIPTION DRUGGISTS

2128 Main Street

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The New Form Fit **BERWICK ARROW COLLARS**
are curve cut to fit the shoulders perfectly. 15 cents each, 6 for 90¢
 CLUETT, PEABODY & CO. INC. *Makers*

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Choice Cut Flowers and Floral Designs a Specialty

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Phone Main 209

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2125-27 MAIN STREET

SANITARY BARBER SHOP

E. CLARK

BARBER

1919 Main Street

Only Five Blocks From School

Phones—Residence, 1551-2, Store,
3914 and 1551-1

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STAPLE AND FANCY
GROCERIES

If You Want a Trunk Delivered,
Call on Us

Bert C. Powers

Camera Shop

Where those pretty, white-edged
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Full Line of Eastman Kodaks
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"WHY"

THOMAS & CLARKE'S

CRACKERS, CAKES AND BISCUITS

Are So Popular Because They Are the Best Quality
Because They Are Made in Peoria
With Peoria Capital By Peoria Labor
CRISP AND FRESH FROM THE OVENS EVERY DAY
All Grocers Ask for Them

An Invitation

is cordially extended to you to view the first showing of the largest display of spring woolens in the city.

You'll enjoy a real rare treat in granting us a personal showing of these beautiful fabrics and fashions.

Order your spring suit now—for delivery when the sun says wear it.

MEN'S
Fashion
SHOP

402 Main Street

Lionel Herget, *Mgr.*

QUALITY FIRST

**SQUARE DEAL CUTLERY
GOLD TIP TOOLS**

CLARK=SMITH HARDWARE CO.

Wholesale Distributors

PEORIA, ILLINOIS

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Phone Main 870

Suits Made to Measure

The Davis Cleaning and Pressing CO.

Successor to Morgans

All packages called for and delivered

Also alterations on ladies' clothing neatly done

2106 Main Street

PEORIA, ILLINOIS

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J. Schradzki Clothing Co., 215 South Adams Street

February Clearance Sale Now Going on at this Store

A great bona-fide price reducing event which offers a double saving on the best clothes because of the rapidly advancing market. A wonderful investment for thrifty young men.

Suits and Overcoats, new winter models, pinch back or loose fitting styles, colors that appeal to young men who appreciate class, a good variety of patterns at pronounced reductions. Don't fail to see them.

Mackinaws at reduced prices; all wool weather proof garments, bright plaids, plain colors, a genuine saving on every coat.



Headquarters for Bradley Sweaters, Shirts, Underwear, Neckwear, Hats, Caps, Gloves, Raincoats.

Spring
Hats

J. Schradzki
CLOTHING CO.
215 S. Adams St.

Spring
Caps

Please mention THE TECH when answering advertisements.



THE TECH

BRADLEY POLYTECHNIC INSTITUTE



Vol. XX

Peoria, Illinois, February, 1917

No. 5

Entered as Second-Class Matter at the Post Office at Peoria, Illinois, under the Act of March 3, 1879

SALESMANSHIP

(*Editor's Note:*—This is an actual experience of one of Peoria's most prominent druggists.)

It was nearing closing time and the clerks were putting away the stock when a late customer wandered in. Telling the clerks to keep on with their work, the proprietor went up to await upon his patron. As he approached the man he took in his strange appearance at a glance.

Now this foreigner, for such he appeared to be, was a singular looking Bulgarian, inasmuch as he had a mass of brilliant red hair. He was short of stature and thick of tongue. Also this man resembled most of the foreign laborers of this country in that he was profoundly ignorant. He followed the usual rules of the poorer working classes and hoarded up his money until he had enough to return to his native land and live the remainder of his life in ease.

"Something for you, sir?"

"Yes, some vaseline," answered the customer.

Altho the man was clothed in rags the proprietor had reason to believe that he would make a good customer, because even tho these foreigners buy but little, when they do purchase an article they want the highest quality and are willing to pay for it. So he decided to pinch the Bulgarian's pocketbook for all that he could get out of him, (within reason).

"What do you wish to use it for?"

"I want it for my hair," replied the man.

"Here is an opening," thot the druggist, as he was looking over the shelves.

"In place of vaseline, why don't you try this?" asked the druggist as he handed the foreigner a bottle of hair tonic, "This is an excellent preparation and greatly excells vaseline for the hair."

After some bickering the Bulgarian decided to take the bottle. When the proprietor had wrapped up the bottle, he showed the man a soap that was especially for the hair and scalp. The customer bought several bars. One thing led to another and by an extra dint of effort, he sold him a brush, comb and shaving outfit.

Just as the druggist finished wrapping up the last package, the man suddenly asked if he had a preparation that was particularly for red hair. The foreigner was too "dense" to be convinced that a hair tonic would

DICK BRADLEY MAKES GOOD CLOTHES. 135 SOUTH JEFFERSON AVENUE

work just as well on one color of hair as it would on another. The man behind the counter knew instinctively that unless he gave him something for red hair and red hair only, that his customer might not be the kind with a return check. He did not wish to mix up a tonic because he was afraid that after his trouble and expense the man would refuse to accept it.

On looking over the shelves he discovered a bottle of M—— Tasteless Castor Oil. The bottle was covered with dust and just the day before he had offered the clerk who would sell it, one-half of the purchase price. The color of the oil was red and had a spicy flavoring which also gave a scent to it. Putting a label on the bottle he wrapped it up and sold it for a dollar and one-half. The foreigner was so well satisfied that he insisted on buying the proprietor a cigar.

—B. H. R.

ON SENDING A VALENTINE.

Fly little heart of dainty wreaths
And Cupid with his fairy bow!
Go, quicken friendship's vow, that breathes
Across her path, and let her know.

The loving wish I trust to thee—
That joy and cheer may bless her life,
That faith and hope may ever be
Her guard from every earthly strife.

Haste! Whisper greetings soft from me.
I pray life's sorrows through the years,
The sun of love and sympathy
May weave in rainbows through her tears.

ON RECEIVING A VALENTINE.

Oh little heart, all fringed with lace,
And decked with flowers fair,
Thy every fairy line I trace.
And read thy message there.

I see each gentle flying dove,
Within thy rose clasped hearts,
Thy dainty verse of tender love,
And Cupid with his darts.

And through thy mist of lace and gilt,
A friendly face to me appears
Of one, who wishes happy hours,
To crown my life in future years.

—*Esther Thompson*

PARIS.

Street scenes of Paris! Something not to be found in books! Such the commission. So let us stroll along the rue des Ecoles in the old Latin Quarter and see what we shall see.

Paris is essentially a gray city, most of the stones for its buildings having been quarried out of the net work of corridors which underlies the city. The lazy sunshine is drifting downward thro the drowsy air and lingering on these old buildings like a dim halo. If these walls could speak, what stories they could tell us! Even yet we can fancy that we hear the martial rolling of drums and the regular tread of thousands of marching feet. The drum may become reality for squads of little soldiers in their uniforms of red trousers, blue coats and red caps are to be seen constantly marching from one part of Paris to another.

Let us look now at this old street. Yonder on the corner is the Cafe Restaurant Sufflot with its chairs and tables neatly arranged on the sidewalk ready for a chance customer. It is deserted now but when the evening lamps are lighted and the streets are aglow with golden chains of light this restaurant will become a scene of great activity until long after midnight.

Just in front of this restaurant a man is busily engaged in handing out to the pedestrians some advertisements which they receive only to throw down a few steps farther on. The street shortly becomes littered but before long the street cleaners, who by the way are mostly women, come along with their queer brooms of twigs and, turning on the water at the near-by water main, sweep all the trash into the underground sewer, so that the street is delightfully clean.

A strong, brown faced woman with her straight hair drawn back tightly into a small knot at the back of her head is coming along pushing a two wheeled cart or "voiture a bras" on which is piled in tempting array shining red apples and above the hub-bub of the street rises her shrill cry, "Voici des pommes! Voici des pommes! Vingt sous la livre!" A little three cornered shawl is thrown about her shoulders and her ample cotton gown falls in full folds to her ankles. Her feet are thrust into wooden shoes or "scabots" the heel of which falls to the pavement with a hollow clatter every time she steps. We hear the same sound augmented as a crowd of school children run noisily up the hill to school.

Next comes tripping along in neat cap and apron a little maid with a strange looking basket of wicker work. Its shape is not unlike a tall round umbrella stand. Near the top on one side there is an opening leaving a strip for a handle. Into this the loaves are thrust unwrapped. They are very long and thin and brown, so that at a distance they look more like sticks. She is evidently making her morning rounds; she is not satisfied with the arrangement of her basket for she stops, pulls out all the loaves onto the sidewalk and begins to rearrange them.

Here comes a man hitched to a "voiture a bras." There is a strap which passes over the top of his head and is fastened in front just above his eyes to a circular band. Another strap crosses the top of his head

and after being fastened to this same band passes down in front of his ears, round under his arms; and is fastened to the thills of the cart.

But our attention is called elsewhere by an unusual cry and on looking around we see rounding a corner a flock of goats and behind them the driver who is busily making his arrival known. Suddenly the flock halts, the man produces a tin cup which he proceeds to fill with milk and deliver to a waiting customer. No doubt about this article being fresh, at least. Next we see a long procession. Five iron gray horses hitched in single file to a wagon. Their heavy manes and fetlocks give them a very shaggy appearance. Behind them appears a man wearing a light gray felt hat with an enormous brim. We learn on inquiry that he is "un homme fort" or strong man whose business it is to lift the great loads delivered to the different "marchès" or open markets of the city, and that he is said to be able to lift two hundred pounds or more; the wide brim affords a protection to his neck while at work.

Here is a woman with a deep square wicker basket fitted with a tray through which the stems of the flowers she is trying to sell are put. She adds a pretty touch of color to the street.

Suddenly a tintinnabulation floats out thro' the air as the deep toned bells of Notre Dame peal out the hour of noon. In a few minutes from the doors of the neighboring establishments appear the employees, some in white aprons, some in black, and some with none, and make their way to the square near by to take their noon lunch in the open air with their families.

This quarter of Paris has long been famous as "the Latin Quarter," so called because it was here that in the middle ages the center of learning, later represented by the "Sorbonne" was established. The students all spoke Latin and hence the name. It and the "Cite" as the island in the Seine is called, form the oldest part of the city and there are many curious nooks and corners to be found here. It contains perhaps the shortest, darkest and dirtiest street which is curiously enough called "rue des Anglais" or English street; and in this quarter were also discovered the "Arenes de Lutece" which was constructed on the East slope of the Mount de Paris" some time in the second or third century. In the course of time it had become covered with debris and it was only in 1870 when the rue Monge was opened that it was discovered. It has been made into a public park but it is not often seen by visitors to the city. It was here that the Romans during their occupation of Gaul held their gladiatorial contests, and the foundation of the theatre is still intact.

—G. E. Hopper.

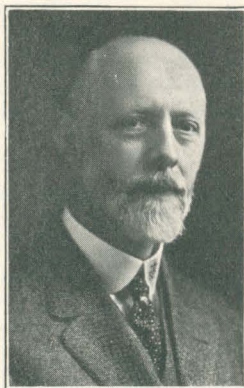
TO THE CARDINAL.

There's a whistle in the woods,
And it floats on wings of fire,
And I mocked it as I stood,
But it only mounted higher.

Holland D. Roberts, (Bradley, '16).

ANNOUNCEMENT OF THE ANNUAL SPRING CONCERT.

The preparations for the Annual Spring Concert are well under way. The chorus of 125 members enrolled, who are working faithfully to prepare a program worthy of Bradley. They will sing Gaul's Cantata, "Joan of Arc," a composition of unusual melody and dramatic quality which consists of eighteen numbers and tells in a most expressive way the story of the Peasant Girl of Domremy from the time when she first hears the voices, "List, we call thee, we call thee come," unt her execution. Among the most artistic numbers are the opening chorus "Hail to the Beautiful Morning of May," the number for the men alone, "'Tis the witch, the fiend, again," and the chorus of the populace "She is lost. They have taken the maid."



DR. C. T. WYCKOFF
Director of Chorus

The part of Joan will be taken by Miss Ruby Evans, of the Department of Music, of Illinois Wesleyan University, who was formerly soloist at the First Congregational Church of this city, and who has since spent a year in study abroad. The other soloists will be Mr. Howard Kellogg and E. C. Heidrich, Jr.

Friday evening March 16, should see Bradley Chapel packed to its capacity, for the concert bids fair to eclipse all former successes.

A STORY PATHETIC.

A youth there was, and ambitions had he,
To become a man of great importancy.
Sweet dreams he dreamt; beautiful plans he drew,
Alas and alack! Of the future, nought he knew—

Poor was our hero, but a will he had,
Bright, gifted and stubborn too—'twas said
"A scholar great I will become," he cried;
The high gods above, noting, nodded and sighed.

Oh, the years he spent in toil and study!
What cared the youth for the ills of his body—
"My goal to realize, the price I must pay,
Afterwards I'll live and be happy and gay."

And now that he's toothless and bald and bent,
"Great gods," he groans, "this my reward you've sent?
After striving and toiling and gaining the goal,
My prayer should be—"Gods extinguish my soul!" "

—Abe Kahn.

"EAT AT MEEK'S RESTAURANT." 316 FULTON STREET

THE WILL—BY J. M. BARRIE.

Friday evening February 23, the members of the Bradley Literary Club will present for the public, "The Will," by J. M. Barrie. At the present writing the cast which has been practicing faithfully since the middle of December is nearing a state of perfection and finish that speaks well for the coaching they have received. Mr Dwyer our Art Metal instructor is now engaged in painting the scenery for the play. Some heretofore unknown stars are filling the parts in the cast which follows:

Mr. Devises.....	B. G. Hatch
His son, Robert.....	R. S. Scott
Mr. Phillip Ross.....	J. H. Roberts
His wife Emily.....	Miss Lucille Cook
Surtees.....	Ralph Crammond

As a prelude to "The Will," the Literary Club will present "The Far-away Princess," a one-act sketch by the famous German playwright, Suderman. The cast for this will include:

The Princess Von Geldern.....	Susanne Woodward
Baroness Von Brook.....	Ulla Graner
Fritz Strubel.....	Ralph Crammond
Frau Lindermann.....	Elizabeth Seigel
Rosa.....	Ruth Wheeler

With the proper support accorded these two plays, which, by the way are the first to be presented at Bradley this year, the Literary Club promises to attempt a comedy and a farce some time during the spring quarter.

ALONE.

Last night I dreamed of flowers,
 Great bunches of pinks and roses,
 And you among them, shaking them in showers
 Over me as I lay sleeping in the sun—
 Now I wander like a lonely ghost,
 Feeling the emptiness of dreams
 When they are done.

Holland D. Roberts, (Bradley, '16).

J. P. Schnellbacher
FAMILY SHOE
STORE

116 South Adams Street

MANUAL ARTS

H. A. BECKER

INSURANCE APPLIED TO MANUAL TRAINING."

The great opportunity which a teacher of Manual Training has to influence the thoughts and ideas of the boys under him is very well exemplified by the work which Mr. Edward Anderson, of class of 1914, is carrying on in Seattle. There has always been a question as to whether or not a student should be obliged to pay for tools which he breaks in the shop. Mr. Anderson has answered the question in a very novel and instructive manner, which is delightful because of its very simplicity. He is making use of what he calls an insurance system and it is based on the idea for which it is named. He explains to the boys the probability which exists, of any one of them breaking a tool during the school year with the resulting payment for it by the one doing so. He then outlines to them his system whereby each is assessed a small fee of perhaps ten cents for the whole school year. This sum is used to pay for tool breakage during the year providing the boys breaking tools have paid their fee. If they have not done so at the time of breaking the tools they of course derive no benefits from the system and are obliged to make payment themselves.

Development of the system has given rise to an incident in which a certain boy was concerned, who, altho not from Missouri insisted that he "be shown," and refused to pay his fee. Unfortunately in the course of the year he broke a tool costing a dollar, and immediately he enjoyed the sensation of "being shown," for he was asked to pay for it. It is needless to say that this boy as a man will never hesitate to take the necessary steps toward insuring his life, home or Ford, while the benefit derived by the rest of the boys of the class from this incident is obvious.

This article is not intended to sell insurance because every wise man has long realized the value of it and acted accordingly, but it is hoped that the prospective teachers of Manual Training will realize the unlimited opportunities which they will have to give lessons in things other than the mere planing of a board square or the correct boring of a hole.

ILLINOIS MANUAL ARTS MEETING.

On Friday and Saturday, February 9 and 10, Peoria welcomed the fourteenth annual meeting of the Illinois Manual Arts Association.

Friday morning was spent in visiting the schools of the city, and in the afternoon a program was held in the auditorium of the Manual Training High School where speeches were made by Dr. Gunsaulus, president

A Few Private Lessons at the Holly Studio will teach you how to dance. 309 S. Jefferson Ave.

of Armour Institute, Chicago, on the subject, "Industrial Arts Education After the War," and by Edward F. Worst, supervisor of Elementary Training, Chicago, on the subject, "Shop Problems and Materials." The evening was spent in visiting Peoria High School, the exhibit and in having a social hour.

At 6:30 o'clock came the banquet with a number of interesting speeches. Dr. Mary De Gamo, of the University of Illinois, spoke on "Diets for School Children," and Owen R. Lovejoy, secretary of the National Child Labor Committee of New York, on "Social Value of Education." After this came a number of five minute talks by ex-presidents of the association, including Mr. C. A. Bennett, of Bradley Institute; F. D. Crawshaw, University of Wis.; Mr. Wahlstrom, of the Francis Barker Schools, Chicago; F. M. Leavitt, University of Chicago; A. C. Newell, head of the Manual Arts department, State Normal, Normal, Ill.; S. J. Vaughn, head of the Normal School, De Kalb, Ill.; and A. G. Baurfeld, Lane Technical School.

Saturday morning talks were made by Matthew P. Adams, superintendent of Vocational Instruction, Moosehart, Ill.; Agnes Hanna, Dept. of Home Economics, University of Chicago, and Carl N. Wertz, president of the Association of Fine Arts of Chicago.

Saturday afternoon section meetings were held for teachers of Household Arts, and Manual Arts, addresses being made by S. J. Vaughn on "Normal School Trained Teachers of Manual Arts," A. W. Dragoo, Normal, Ill., on "Adequate Preparation;" L. C. Peterson, Carbondale State Normal, on "Manual Arts in Rural Schools;" then followed a discussion by C. A. Bennett, of Bradley Institute.

EXTENSIONS IN PRACTICE TEACHING.

A number of the city schools have been added to those in which practice teaching has been carried on so that now the various students have classes in the Tyng, Whittier, Glen Oak, and Greeley schools, besides those in the Neighborhood House and the St. Mark's students, which have their class sessions in the Bradley shops.

The efficiency of the mill shop has been increased considerably by the rebuilding of the sander in that department. As it now stands it is quite the equal of any of that type to be found in any shop, whether it be in a school or factory. It is arranged so that it is possible to remove the sanding belt and substitute a finer or coarser one, quite readily. This is a decided advantage over the old form where it was necessary to cut the belt to remove it.

IN THE MILL SHOP.

Mr. Hurff is working on a small score-board for the Athletic department, which is to be twelve feet square.

Several pieces of furniture were finished up for exhibit at the Illinois Manual Training Teachers' Conference. Among these were some wal-

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nut dining chairs, of a set being made by Mr. Baluka, and two tea-carts of a group of five which have been made by Mr. Parker. More attention is to be given to these pieces of work in the next issue.

BOARD MEASURE A LA BIRD-HOUSE.

Boy (placing an order for stock)—“I want a board eight inches wide.”

Teacher—“How long do you want it?”

Boy—“Long enough to make a bird-house.”

NOTES.

Edward G. Root, of class of 1913, was a visitor at the school recently.

J. B. Parker has left school to accept a position as teacher of wood-working and drawing in the high and grade schools of Davenport, Iowa.

Mr. Goddard, of the Educators' Agency, Incorporated, of Chicago, called at Bradley recently and gave a short talk to the senior men, explaining to them the advantages offered by his agency. Mr. Goddard is visiting all the more important teachers' training schools in the United States, with a view toward becoming more intimately acquainted with the students and the work of each school.

HEARING A REEL SERMON.

On Sunday nites I go to church
Right down on our Main Street.
The collections taken at the door
It cost fifteen a seat.
The sermon's always interesting.
It is about six reels.
It always thrills me thru and thru,
I'll even forget my meals.
It tells of Theda Bara,
Mary Pickford, Marguerite Clark,
And heaps of other noted stars,
I could sit from dawn till dark.

At this church they have *some* music,
And it's going all the time.
You surely get your money's worth,
For that nickel and a dime.
Oh, yes! They have an organ,
A piano, violin and, drum.
And when it all gets going,
It sure does thrill me some.

Oh, I love the beautiful Sabbath,
That lovely restful day;
'Cause when evening comes I know I'll be
At that church down Main Street way.



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THE TECH is published by the students of Bradley Polytechnic Institute in or about the fifteenth of each month. All copy should be in the hands of the editors by the fifth of the month to insure publication. The subscription price is \$1.00 a year if paid before January 1st, and \$1.25 thereafter. Single copies 15 cents. Subscriptions should be paid to the manager only.

STUDENT SUPPORT A few days ago, we had the pleasure of attending a program given by the Student's Club of Peoria High School, and we were delighted to see the auditorium, which is much larger than our Chapel, packed almost to capacity. We sat in the center section, well to the rear, and in front of us there were not more than a baker's dozen empty seats, widely scattered, while the same condition held true on the sides, even far back in the corners under the balcony. And mind you this was primarily a student crowd, not an audience composed of one-half, one-third, or even one-tenth of parents, and the weatherman was giving us ten degrees below zero with a twenty mile wind!

Now contrast this with the Bradley Concert given December 10th. Our Chapel was perhaps three-fourths full—with a grand total of about fifty students present. The audience was composed almost entirely of parents, musical critics, and business men; people who enjoyed music, and had enough confidence in Dr. Wyckoff's ability to give them something worth while that they, and they alone, made the concert a success.

Isn't that a fine record, one for you to be proud of? It is to YOU I am talking—You who did not come to the concert, although it would have cost you only ten cents, while it cost the public twenty-five cents—and they got value received. It is to YOU I am talking—You who went to the dance,—You who went to the Orpheum,—You who went to that card party, that smoker, and You who "didn't have time." Do you realize that it is just *you* that has killed the lecture courses that were formerly given at Bradley? And coming down to date, it is the likes of YOU that has kept Bradley from giving more worth while things this year.

Do you realize that the Chorus is the largest student organization in the school, with over one hundred members? And yet YOU can't give two hours of your precious time to support it, while at the High School, the Student's Club has given several entertainments, and to a full house—yes, even with the thermometer way below zero.

Now, I am going to put the proposition squarely before you. On Feb. 23, the Literary Club of Bradley is going to give a play, "The Will," by J. M. Barrie. This will be the first purely student entertainment of the year, and with proper support will be followed by others.

Are YOU going to support the Literary Club?

On March 16th, the Bradley Chorus will give the second concert of the year. The Chorus is bigger now than it was last fall, it has been working hard, and will give you a worth while vocal concert.

Are YOU going to support the Chorus?

YOU,—you who did not support the Chorus last December,—are YOU going to give your support—or are you going to be a quitter?

DEBATERS TO RECEIVE MORE RECOGNITION

We are very glad to learn that our Council has sufficiently awakened to the advantages and worth of inter-school debating to appoint a committee to investigate the awards given debaters in other schools. Up till a few years ago, no recognition at all was accorded debaters at Bradley, and recently this recognition has been limited to a bronze medal—similar to that given the winner of the third place in any branch of athletics. For years back, a kindred subject, oratory, has received recognition and substantial cash rewards, not to mention innumerable medals in school, county and state contests; while the ability to speak more forcefully, more convincingly although perhaps less flowery, as is only acquired after many weeks and even months of training in debating, has received a prefatory "We're proud of you."

If it were not for the large "B" so proudly worn by a few of our athletes, how many candidates would Mr. Brown have for his basket ball team? If it were not for the five and ten dollar cash prizes, how many entrants would there be in the Rice Memorial Contest? If it were not for the gold watch given the winners of The Star Relay Race, how many teams think you would be entered in that annual event?

Is it any wonder that we have a meager seven or eight candidates for two debating teams requiring a minimum of six men—for a bronze medal?

It is to be sincerely hoped that our Council committee will find some means to further reward the men who work from two to three months for the pleasure of addressing a more or less uncertain audience for a maximum of fifteen minutes, either with a Debaters "B", added credits in school work, or in some other way which might appear more feasible to them.

CHAPEL EXERCISES GIVEN BY STUDENTS

At various times in the past, the idea of having the Senior Class take charge of the Chapel exercises during the spring term has been unofficially suggested, but has never received formal consideration. The various plans suggested have been for a Senior to deliver the Chapel address, give a musical, or other form of program which would be interesting, and at the same time more or less instructive to the student

body, these programs to be given by a different Senior every day, or to be interspersed with the regular program as we have it now, without any definite regularity; either plan to be at all times under the supervision of the Chapel committee.

In a school such as Bradley, graduating more than one hundred men and women each year who will take their places in public positions as teachers and business men, such a plan would be a decided advantage to the Seniors, even though they had only one opportunity to appear in public; especially so since Bradley has no regular course in public speaking.

It is to be hoped that our Council and Chapel committee will take this plan under formal advisement in time to put it in effective operation by the beginning of the spring term.

YOUNG AMERICA SERIES. No. 5.

Oh, see the sweet little boy. Isn't he a fat little boy? Yes indeed, he ~~is~~ a fat little boy. The little boy says football made him such a fat little rascal. But the little boy is married and his wife is a good cook, therefore we think the fat little boy might also be a little pig. The little boy's wife says, "Yes, sir, two hundred and twenty-six pounds—and getting fatter every day."

But he says it is due to football.

When the little boy sees his picture, he will be sehr peeved, oi, yoi, ganz gepeeved. For did not the little boy twice make the boast, "They will never get my picture, for I have my pictures all up tight ge-sewed."?

But as soon as all the little boy's friends laugh at him and kid him awhile he will forget his wrath, and he too will laugh, for is he not fat, and being fat, can he help laughing? He can—NOT.

And the next time this little boy will not boast so manfully that they will never catch him napping, for now he knows verily that even he is not free from the sting of the serpent.



DR. V. F. SWAIM
When He Was Younger

EXCHANGES

We wish to congratulate the students of Miami High School, of Miami, Arizona, upon their splendidly built and well equipped new school building. Furthermore we are pleased to see that these students are showing their appreciation of it by their many and varied commendable activities which they record in their monthly publication, the "Concentrator." The list of departments is complete and the staff is correspondingly large which insures a representative paper. The literary department from the standpoint of variety and quality is excellent. The admirable characteristics are, in fact, so numerous that the few weak points might easily be overlooked if it were not the exchange editor's business to search for them. Allow us, then to mention one or two of these points, by the elimination of which we believe the high standard of the "Concentrator" can yet be raised.

The simple fact that the "Concentrator" is too large, not in number of pages, but in surface area seems to be the primal cause of its few shortcomings. In the first place as a mere matter of convenience in mailing, in handling and in filing away, a paper of smaller dimensions with an increased number of pages is preferable. In the second place small pages facilitate the arrangement of material. Large pages usually must contain matter on several subjects which detracts from each its proper attention. For example on page ten of the December issue are class notes, exchanges and "grouch cures," each of which is worthy of a small page of its own. The undesirable splitting of the longer stories and articles by printing parts of the same composition in two or three widely separated pages, tho perhaps not directly due to the large page, can be more easily avoided by the use of the small page.

The suggestions are briefly these: decrease the size of the pages about forty per cent and group all materials of one class together.

The editor of the "Lincolnian" evidently realizes that the form of a college paper is a prime essential to its success, for the covers are attractive, the paper of good quality and proper size and the printing neatly done.

We are glad to note the presence of an exchange department and wish to make a few comments upon it, hoping that in the future its quality will be improved and its scope enlarged. The title "From Exchanges" is misleading, since it suggests that the comments are upon the "Lincolnian" instead of by it, as is really the case. In addition, the comments

Learn the London Taps in Fox Trot Time, THE HOLLY STUDIO, 309 S. Jefferson Avenue

are far too brief. An exchange department is certainly important enough to at least merit the use of complete sentences in its composition. Phrases interspersed here and there very sparingly may add to the snap of exchange criticism, but the continual omission of either subject or verb should be avoided.

May we also add that the proper balance between kinds of material is lacking. The jokes of the December number, which occupy fully one third of the total space, have more than their just portion. Athletics, a subject of vastly greater importance, is not even given a line. In the November issue we read with deep regret the tragic story of Miss Football's death. If likewise Miss Basketball goes to an untimely grave, a post-mortem would probably show that lack of support by the "Lincolnian" was responsible to a much greater degree than too strenuous competition.

If a college paper is a reliable indicator of the qualities of a student body, we judge that the "McKendree Echo" represents an active, wide-awake group of students. The various activities of the school are reported quite completely and with variety of manner. The three literary organizations, Philo, Clio and Plato, which are apparently the centers of society, are to be commended upon the fact that they are giving a large number of students training in public speaking.

A bi-weekly paper, such as the "Echo", has a splendid opportunity to serve as an announcement medium. The events, including athletic contests, club meetings, lectures and the like for the coming two weeks, placed in a compact calendar form in each issue would, we believe, be of great service to the subscribers and therefore a worthy addition to the paper.

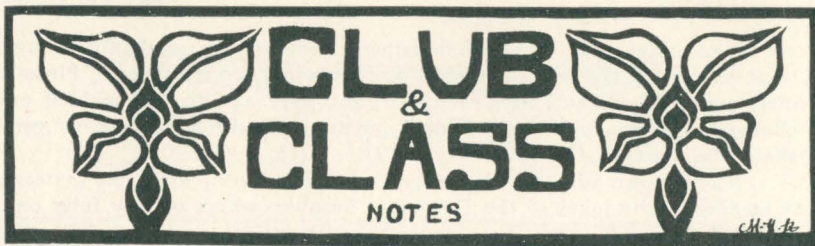
Unlike newspapers, the value of a school publication does not vanish with its first reading, but serves when kept as a memorial of college days. To the student who is connected with the activities of his school the college paper is vastly more than a newspaper; it is rather a record of those occasions in which he and his friends took part. Naturally he will wish to preserve these records, and just as naturally will he wish them to be in the most convenient and attractive form. In order to serve this purpose, a bound publication, ten by eight inches in surface area, similar to a magazine, even tho it contains only fifteen or twenty pages is preferable by far to the newspaper form.

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Y. W. C. A.

The work of fitting up the Y. W. C. A. Tower Room as a rest room for all Bradley girls, progresses splendidly. The Y. W. C. A. girls of all the classes are working hard to raise the required funds. So far a rug, table and screen have been donated, the walls have been re-decorated; and one society has promised to purchase and make all the curtains and pillows. We are making a vigorous effort to have our delightful cozy room furnished and ready to open the first week of the Spring quarter. Boost the Tower Room.

The first and second of this month we had with us our "annual member" (student assistant of the Field Secretary), Miss Ruth Fraser, a charming girl from De Kalb Normal. On Thursday we held a reception for all Y. W. C. A. members in the Social Hall.

On Friday the Cabinet gave a tea at Block & Kuhl's in her honor. Those present were Misses Fraser, Crowder, Burner Godel, Bradley, Siegel, Boblett, Covey, Bennett and our faculty advisor, Miss Comfort.

PELLITE DESIDERIUM.

A thimble party was held at Laura Cottage Saturday afternoon, January 28, by the members of the Pellite Desiderium Club. The guests were entertained by a delightful musical program given by Fannie Miller, Clara Costello, Bernice Rigby, Geneva Taylor and Marjory Bergen. After the program refreshments were served and plans were discussed for raising money for the Bradley Dormitory fund.

HISTORY CLUB.

The History Club held its meeting for the winter quarter at the home of John Roberts on January fifteenth. Miss Reinmann read a very interesting and well prepared paper on "The Culture of the Balkans." Miss Crowder gave a paper on the History of Poland, and Mr. Scott talked on the work of the New Congress and the new State Legislature. Refreshments were served and an interesting discussion followed.

LITERARY CLUB.

At the regular meeting of the Literary Club on January 17, an interesting "drama" programme was presented.

Miss Burner gave a talk on the oldest form of the English play, the Miracle and Mystery. Following this the president opened a general discussion on the newest form, the "silent drama" or movie. Then the

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club enjoyed one of the best numbers we have had this year, Miss Mabel Kersey's paper on George Bernard Shaw. The musical feature consisted of two beautiful solos by Miss Ethel Day. Mr. Crammond was the critic of the evening. After "eats" and dancing the club adjourned.

DER DEUTSCHE KREIS.

Um einen gluehenden Herdfeuer im "Social Hall" versammelte sich der Deutsche Kreis am einunddreissigsten Januar. In einer kurzen Geschaeftsitzung wurde ein neues Mitglied Florence Cole erwählt.

Das Programm bestand aus einer Besprechung von dem Leben und den Werken der Brueder Grimm. Herr Hazzard gab mehrere Bilder aus dem Leben der Brueder und Fraeulein Crowder erzählte, wie sie die Maerchen, die von dem ganzen deutschen Volke beliebt sind, von den Grossmuettern sammelten und unverändert ueberlieferten. Dann wurden einige von diesen Maerchen erzählt: "Die Drei Spinnerinnen" von Fraeulein Grant, "Doktor Allwissend," von Herrn Gebhardt, und "Der Wolf und der Mensch" von Fraeulein Horwitz.

Dann nahm die Gesellschaft an einen Spiel teil, und Fraeulein Speck gewann den Preis. Alle erwarteten jetzt, wie gewöhnlich. Kuchen und kaffee, aber diesmal gab es etwas ganz Anderes—"Popcorn balls." Nach dem lustigen Singen von ein paar Liedern gingen die Mitgl'eder auseinander.

LE CERCLE FRANCAIS.

La quatrienne reunion reguliere du cercle francaise a eu lieu jeudi le vingtcinq janvier dans la salle sociale. On la commenca par chantant La Marseillaise. Sendant le meeting des affaires on decide d'avoir la photographie du club dans le "Polyscope" cette annee comme l'anuee passee

Ensuite un tres bon programme a ete presente:

Corot, sa vie et ses peintures.....Mr. Packard

Maupassant—le romancier.....Melle Horwitz

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Une petite historie—Par Maupassant Mr. Roberts

Après cela le club a chanté plusieurs chansons françaises en y comprenant Ma Normandie,—Aux Montagnes,—Leo Vendeurs et quelques autres.

Cette réunion a été un grand succès et les participants doivent être complimentés sur leurs efforts.

A GROWL BY THE CLUB NOTES EDITORS.

We belong to most of the Bradley clubs so we are sure that these words will apply to at least a majority of the clubs. People who become members of clubs and most students do, should realize that they thereby assume responsibilities. One is to attend regularly, the other to take part in the club activities, and committees, and the programmes.

When a member is consistently absent and turns up missing when he is supposed to take part in the meeting he should realize the inconvenience and annoyance the officers suffer.

It is impossible to recast a programme the day the club meets and the members who are present suffer from the damage wrought by those absent which is not fair at all.

MISS BENNETT'S VISIT.

The appearance of Miss Bennett at Bradley on January 16 and 17 was a forceful reminder that our school ranks with the finest universities in its adoption of the most progressive methods for meeting the needs of its students.

Miss Bennett who is the manager of the Chicago Collegiate Bureau of Occupation, was brought here by the Women's Administrative Council. Miss Bell, the girls' physical director, who is a member of the Council, and Miss Burt, the faculty representative on the Council, greatly assisted the girls in this undertaking.

Miss Bennett spoke to the students during the chapel hours on both mornings of her visit here, and addressed the young women at four o'clock in the afternoons. She told the girls in an intensely interesting manner of the different lines of business which women are entering, and of the qualifications necessary for success in each occupation. She emphasized the importance of service as a motive for endeavoring to reach the very greatest success possible in one's own line of work; and the splendid thoughts she suggested, raised the ideals of each listener, and made her feel that they are practical to cling to. She also gave personal conferences. This excellent opportunity was appreciated and taken advantage of, to the fullest extent; indeed, many interested young women were deprived of this privilege because of lack of time

ALUMNI

Miss Florence Dilly, a student at Bradley, 1914-1915, visited the school and friends at the beginning of the quarter. Miss Dilly is planning to return to Bradley next year.

Miss Florence Lewis, 1916, who is teaching Domestic Science at Morton, Ill., visited friends here over the week end of January 26.

Miss Florence M. Hanson, 1913, who has been teaching for several years at Watertown, Wis., was married January 4th to Mr. Vincent L. Fletcher. Mr. and Mrs. Fletcher will make their home in Elgin, Ill.

Miss Grace Wead, 1910, has accepted a position as teacher of English at Helena, Okla. She began her work in January.

Bruce Clark, 1916, is attending the University of Illinois. He is taking the short course in agriculture.

Mark Rowell, 1915, has left his position at Lake Villa, Ill., for one at Highland Rush College, Des Moines, Iowa.

Miss Lelia M. Taylor, 1915, is teaching Domestic Economy in the High School and grades at Boonville, Ind. She has eighty-seven girls. The High School class recently served a series of dinners to prominent men of the town to interest them in the work of the school.

Miss Lucy Miller writes enthusiastically of her work as a Domestic Science Teacher in Porto Rico.

Donald J. Strauch, a graduate in engineering in 1915, and since that time a student in engineering at Illinois was married during the Christmas vacation to Frances E. Woorst.

Miss Hazel Sarsfield, who graduated from the academy in 1911, was married on Christmas day to George R. Lunde. They are to live in Springfield, Ill.

Miss Mary Purkhiser, 1916, is teaching at Nortonsville, Ohio.

"Your Appetite Will Be Satisfied at Meek's Restaurant." 316 Fulton St.

Miss Frieda Stoll, 1916, is teaching Domestic Economy in her home town, Aurora, Ind.

Miss Ruth Hammond, 1916, is teaching Domestic Economy at Pana, Ill.

Miss Dorothy Iwig, 1916, who is continuing her Domestic Economy course at Illinois, spent her vacation between semesters at her home in Peoria.

Friends of Dwight Knapp, 1915, were shocked to hear of his death a few weeks ago. Mr. Knapp was teaching Manual Training in Peabody College, at Nashville, Tenn., when he suffered a physical breakdown and was taken to a hospital in the West, but lived only a short time.

Walter H. Schlagenhaut, 1916, has just accepted a position in the West High School, at Akron, Ohio, as teacher of Manual Training. In the same schools Frederick E. Benson has been teaching since graduating from Bradley in 1915, and Mr. Suhadlink, who was a student here two years ago, has a position. Miss Leona F. Carter has been teaching Domestic Economy in the High School there since 1910.

Mrs. George Adams, of Duluth, Minn., who was formerly Miss Oswald, and a graduate of the academy, visited Mrs. L. E. Wilson the week of January 15.

Charlie Holmes, of the Academy Class of 1911, and Edna Schielein, a student here in 1916, were married Thursday, February 1, and will make their future home at Mossville.

MUSICALLY SPEAKING

A Victrola will furnish you with any music you crave, whether it be a rousing song by Caruso, "Forgotten," with tender pathos by Evan Williams, or a lively dance tune for a little "private" dancing in your home.

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The secret of the matter is, it ain't much that a person goes into society, as that society goes into a person.

—*Going into Societc.*

THE TIMEPIECE.

By J. H. Berning, Jr.

There has always been a demand for some division of time, and some instrument for measuring time must have been needed early in history.

Some of the first instruments were invented by the Phoenicians and Arabians; these were the hour glass, the sun-dial and the clepsydra. The hour glass is an instrument composed of two jars joined together by a funnel. Sand sifts through the funnel and fills up in an hour. The clepsydra is very much the same, only it is run by water instead of sand and is somewhat more accurate. The sun-dial was a dial with a pole in the center and the shadow pointed out the hour, but this was useless on a cloudy day or at night. Many kinds of peculiar devices were invented by the Chinese and Japanese, some of them containing very delicate and accurate mechanism. But nothing of importance occurred until the year 1377 A. D., when a man named DeVick built the first clock.

It was erected in the tower of the palace of Charles V. of France. It contained the principle of all modern clocks that the power in a lifted weight is converted, by a train of wheels, to the escapement, which governs the speed of the machine, which turns the hands that point out the time of day. The escape was of a primitive type, known as the revolving balance.

This was soon replaced by the pendulum, when Galileo discovered it and its properties. The pendulum insured better accuracy during all conditions of weather.

A few private lessons at the Holly Studio will teach you to dance, 309 S. Jefferson Avenue

It is not known when the striking apparatus was first applied, but it is generally believed that it originated in the monasteries where there was such a demand for one. They soon became very popular and were installed on all clocks. Many different kinds of striking signals were used, some struck every quarter hour up to 144 for twelve o'clock, while others struck only once every hour.

There was also a constant desire to construct clocks that would perform automatically, calendar and the like, besides simply recording the time of day.

Probably the most widely known of these automatic clocks is the one at the Strassburg Cathedral. It was reconstructed by a man named Charles Schwilgue, in a period of four years. It stands thirty feet high and eight feet wide. It shows the sideral and standard solar time and all calendar and astronomical dates. The statue of Apollo points out the date while the apostles perform at each hour. The first quarter is struck by a child with a rattler, the half by a young man, the three-quarter by an old man, and the hour by Death with a bone. Many other tower clocks were built during the seventeenth century, and the citizens were very proud of them, in one case they blinded their clockmaker so that he would not make one for anyone else.

America also furnished her share of automatic clocks. In 1888 there was on exhibition in New York a clock of remarkable elaborateness. It was built by Felix Myer, who took ten years in constructing it. It is eighteen feet high, contains two thousand wheels and is run by a seven hundred pound weight. It shows local time for the twenty-four standard divisions of the world. At the striking of the hour the statue of Washington appears and presents the Declaration of Independence and all the presidents, up to and with Hayes, pass before him and bow.

These soon became unpopular on account of the demand for better timekeepers. This demand was soon filled by the so called Astronomical clocks, of which the best known is at Philadelphia. It has a dial twenty-five feet in diameter with hands fourteen feet long. The main clock is a delicate astronomical clock, located in the lower part of the hall, with



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WHEN IN DOUBT TRY MEEK'S RESTAURANT. 316 FULTON ST.

air lines running to the dial which turns as the clock runs. The most popular time piece was the watch, it is not only an accurate timekeeper but it is very convenient to carry, and at present the price is within reach of everyone.

The use of the spring instead of the weight led to the construction of the first watch. The making of the first watch is credited to Peter Hele, a clockmaker in Murenberg. At first a straight spring was used, but the coiled spring soon took its place. The balance was very crude until the discovery of the hair spring, by Hooke. The balance is yet very inefficient on account of its delicate construction.

The earliest watches had little physical resemblance to the modern one. The usual watch was cylinder shaped, like a can, with holes over the hour spaces. Others were made in many grotesque shapes from the size of a saucer to that of a lead pencil. Curious mechanism was as much prized as odd shapes and both seemed more important than accurate timekeepers. Alarms and repeaters, or striking apparatus, seemed very fashionable. Enamel dials were introduced in 1650 and jewels were first used as pivot bearings in 1700, but the one great invention, that revolutionized the watch world, was the application of automatic machinery for the making of watch parts.

The Swiss people early became recognized as the watchmakers of the world. Various attempts were made to manufacture watches in America after the Swiss method, but the price of labor was so high that they failed.

In 1848, a watchmaker at Boston, by the name of Denison, conceived the idea of making watches automatically. He succeeded in forming a company and securing a few machines, and in 1853 they turned out their first machine made watch. The company began to prosper and soon moved to Waltham Mass., where they are under the name of American Watch Company. Since then over fifty factories have been built, who supply over one-fourth the world with watches.

It has been said that the watchmaking industry has caused the invention of a greater number of mechanical appliances than any other, with the possible exception of electricity. At present the watch has reached a greater stage of perfection than any other piece of mechanism on the market.

IS IT YOU?

Is it you?
There's some cuss who's allus knockin'
Is it you?
Every scheme of life he's blockin'
Is it you?
Someone's allus, allus mopin'—
And in darkened ways a gropin'—
Stead o' hangin' on an' hopin'
Is it you?

REGARDING ATHLETICS.**Boost the Basketball Team. How to go About It.**

- A. Come to every game and buy a season ticket.
- B. If possible get busy and sell them.
- C. Bring along your friends and get them interested in the team.
- D. Ball out anyone who knocks the team.
- E. Try to create a spirit among the students for athletics.
- F. When at the games don't be afraid to cheer for the team.

If these instructions are carried out by everybody, it certainly would boost everything in the line of athletics. The basketball season has fairly begun and now it is up to the Horologs and others to make a success of the season, or otherwise. The dope so far contains all the indications for a successful season.

HOROLOG BASKETBALL TEAM.

Although basketball has been known to the world for twenty-five years it seems as though it were something new to the Horolog student. Here it might be asked—where are the candidates that should be out to practice in suits? Personal notice is given each and they make promises to be there, but when the time comes many are missing. Brother Horologs, is it the making of a real basketball team that which could be made better by your presence?

So far the men who have composed the first team have worked hard and although two games have been lost there are many more to win. To do this your co-operation is needed for the work which is before us. Come and make the Horolog team one worth while.

First Team Men: Rossman, Capt., Hornick, Theyer, Peterson, Baker, O'Brien, Carroll, Penick, Berning, Mgr.

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DICK BRADLEY MAKES GOOD CLOTHES. 135 SOUTH JEFFERSON AVENUE

BRADLEY HOROLOGICAL CLUB.

Where hast thou gone? Yes, where are you? Has your social welcome died? When is the next meeting? These are the questions which can be heard from time to time among the students of Horology Hall. In passed days it was agreed that solid co-operation concerning social duties of the Horolog should be manifested once a month or oftener. Also new Horolog students should be welcomed into our midst,—but has this been the case? No. The fire has been kindled but slow is the heat with little welcome. Here it may be well to ask if the office holders are doing their duty. If not let us hope for a new awakening.

PERSONAL MENTION.

H. O. Kinne has returned from a two month's stay at his home in Gainesville, Texas.

Fat Maxwell and Sheriff Deputy spent several days last month in the Windy City of Chicago; so they say, the sights were many and they have been peddling big town stuff, until we pause to doubt if it is not all a joke.

F. A. Noll, of Lawrence, Kan., was obliged to go home on account of an injured hand.

The card craze is spreading among the students in the form of Pinochle. O'Brien, Robinson and Martin can often be found in Sim's room, during the mystic hours of night, where this popular game is played.

The Editor desires to state that the initials K. E. D., which were attached to the poem, "The Lofty Skirt," were not the initials of the composer, but of an order of which he is a member, namely, "Knights of the Empty Dome."

Miss Lily Meyers, from Broken Bow, Neb., has entered Bradley as a Horological student.

C. A. Theyer, of Niles, Mich., is a new student in the Watchwork Department. Mr. Theyer's father was a Horolog eleven years ago and is now a successful jeweler in his home town.

Chas. A. Davis, of Charleston, Ill., was a visitor in our department during the holidays.

C. R. Crow and W. Rossman have returned from a month's vacation at their home town of Walnut, Iowa.

C. L. Bradford has left for Kansas, Ill., for an indefinite stay on account of illness.

THERE'S ECONOMY IN WEARING GOOD CLOTHES. BRADLEY'S KIND



SOCIAL

HB



LAMBDA PHI.

On Tuesday evening January 16 Margaret Anderson entertained the active members of the Lambda Phi sorority, informally at her home on Barker Ave.

Saturday, January 20, the sorority entertained with a luncheon at Block & Kuhl's, followed by a theatre party. The guests of honor were Misses Hayward and Moselle Kinch.

January 30, Olga Dauber entertained the active members of the sorority with a spread at her home.

January 31, Moselle Kinch was pledged to the Lambda Phi sorority.

BETA SIGMA MU.

On January 15 the fraternity held a smoker at the home of Walter Ryan. There were twenty-six young gentlemen present from Bradley and the two High Schools.

On January 22 Frank Jibbens, a Horolog, and Loy Luke, last year's tennis champion, were pledged to the fraternity. One week later H. Y. Cruger was pledged.

On February 1, the annual banquet of the fraternity was held at the Creve Coeur Club. After the elaborate spread, speeches were held, John Daily acting as toastmaster for the occasion. Those present were: Jos. S. Bickle, J. R. Daily W. H. Ryan H. L. Fritsche, H. A. Klepinger, R. P. DeNufrio L. C. Hasek, R. O. Cover, W. A. Baker, F. L. Jibbens, L. K. Luke H. Y. Cruger G. F. Zuckweiler, W. Snyder, H. Snyder, G. T. Heinrich, M. C. Griggs, L. Ernst, B. C. Plummer, W. H. Heinzman, W. P. Hiltabrand, H. S. Seiler, C. Makutchan.

On January 29, Anderson Baker, Ralph Cover and Frank Jibbens were initiated by the fraternity.

On Sunday evening January 21, Miss Greta Looman gave a party in honor of her 20th birthday. One of the big features of the party was the carving of the birthday cake, received by Miss Looman from her mother by Mr. Lloyd Smith. Those who enjoyed the party were: Marion Casky, Betty England, Greta Looman, Mildred Lewis, and Irwin Ergart, of Pekin, Albert Wiegman, Lloyd Smith, Ormal Higgins.

Learn the London Taps in Fox Trot Time, THE HOLLY STUDIO, 309 S. Jeffersno Avenue

On Friday evening, February 2nd, Gillespie Hassman gave an informal dance at the Diamond Disc Shop. Those present were: Josephine Cowell, Helen Wallace, Henrietta Sholars, Phyllis Maple, Mildred Leisy, Salome Jacob, Virginia Mackemer, Lillian Plowe, Elizabeth Avery, Marian Reeves, Reginald Packard, Frederick Avery, Frank Brady, James Scott, Charles Bruniga, Wheeler McDougal, Bob McCormick, Edward Sedgwick, Landes Hayward.

On Thursday evening, February 1, Mrs. Brady gave a surprise party for Frank Brady in honor of his sixteenth birthday. It was a theatre party at the Apollo. About fourteen couples of Bradley and High School people were there.

ALPHA PI

Mr. Reginald Packard was pledged on the 22nd of January and Mr. Drennan Wilson on the 23rd. In honor of these two men the fraternity gave a dinner dance at the Country Club on the 5th of February.

Friday, February 3, 1917 marked the event of the first class party of the Academy Seniors. Almost the entire class was present and enjoyed themselves immensely by the numerous and lively games introduced by chairman of the Social Committee, Mr. Harman. Refreshments were served about nine-thirty and again games and songs held sway until eleven o'clock when the party came to a successful end. This is only the beginning of the good times the Seniors will have and a few more enjoyable evenings are being planned.

On the evening of February 3, Mr. Howard Harman was host to an informal dance at his home on Fredonia Ave. Those present included: Messrs. Howard Harman, Albert Zimmermann, Robert Strehlow, Graham Battles, Dean Battles, Jay Covey. Misses Gertrude Sehm, Esther Stowell, Sue Woodward, Francis Beecher, Lena Leisy, Evangeline Lovett.

After a lovely stroll up toward the distant hills, five hungry couples with muddy shoes reached the home of Miss Ethel Day, where they had dinner and spent a most delightful evening. The meal started out with a little excitement at one end of the table about Irish noses, in which the affirmative was upheld by "Bob" O'Brien, but this was soon forgotten when the plates of chicken and everything good one could imagine was put before the starving bunch. After dinner the parlor doors were thrown wide open and a most wonderful evening was spent there. A few solos were given by Mr. Berning. This was followed by games, and a few flashlight pictures. The most exciting game was that of "Colorland," but "Tag" and "Brownie" suffered, while "Pete" and "Brekke" spent a few minutes coming back to light. It was still Friday night, the fifth, when the happy bunch expressed their thanks for the evening and started back toward the city.

"ALL EATS HOME COOKED AT MEEK'S RESTAURANT." 316 FULTON ST.

DELTA KAPPA.

Saturday afternoon, January 20, Misses Evelyn Wendell and Lois Wysong entertained the Delta Kappa sorority at a "500" card party at Miss Wendell's home on Dechman Ave. Misses Ida Iben and Frances Wood held high score.

January 24 Miss Helen Lang entertained the active chapter of the Delta Kappa sorority at tea.

In honor of Miss Mary Jo Vandenburg, who left for Oxford College the past month, Miss Josephine Miles entertained the Delta Kappa sorority at a dinner and college shower. Dinner was served on small tables, trimmed in pink and gray. The evening was spent in playing five hundred. Miss Vandenburg was presented with an oxford suitcase, containing many pretty and useful college articles. Those present were: Misses Miles, Wood, Ryan, Pratt, Horwitz, Lang, Kellar, Chandler, Crowder, Goodrich, Iben, Mars, Misner, Poppen, Wysong, Wendell, Fritsche, Johnston.

Saturday afternoon, February 3, Miss June Kellar entertained the active chapter of the Delta Kappa sorority at a thimble party. Dainty refreshments were served.

In honor of Miss Ruth Drysdale, who has been pledged Delta Kappa, a theatre party was given at the Apollo, followed by tea at Block & Kuhl's.

SIGMA PHI.

On Tuesday evening, January 16, a number of Sigma Phis and their guests "took in" the Spaulding-Manual basketball game at the Y. M. C. A. Those present included Messrs. Giles, Faber, Skidmore, Weston, Stewart, E. Jacquin, Lovett, Chadwick, Hitch, Strehlow, Murphy, Brady, Spears, Kupper, Moore, Newsam and Campbell.

On January 21, a number of the active members of the fraternity met at the home of Edgar Strause.

On Tuesday evening, January 23rd, Chas. Hitch was initiated into Sigma Phi fraternity. Mr. Hitch is a graduate of Manual, where he made a reputation for himself as a track man and entered Bradley only recently.

On Thursday evening, February 1st, the Sigma Phis entertained in the fraternity rooms with an informal gathering. During the evening refreshments were served. Those who enjoyed this affair were the Messrs. Spears, Kupper, Brady, Skidmore, Chadwick, Faber, Favre, Moore, Paul, H. Jacquin, Lovett, Strehlow, Colburn, Stewart, Lackland, Weston, A. G. Black and W. C. Jacquin, Uni. of Illinois, Campbell, Murphy and Strause.

W. C. Jacquin returned from Champaign to spend the week-end, beginning February 1st, at home. He was accompanied by A. G. Black, of Glasford, Ill.

DICK BRADLEY MAKES GOOD CLOTHES. 135 SOUTH JEFFERSON AVENUE

The Sigma Phi fraternity announces March 23rd as the date for its seventh annual dinner dance. Plans are being made to have this year's affair even surpass that of last year, which was most successful. The event will take place at the Hotel Jefferson.

OMICRON TRI KAPPA.

January 9, 1917. Business meeting of O. K. K. K. at home of Miss Lucile Leisy. Active Chapter.

January 12th. Spread at Florence Zimmermann's, rushing Miss Katherine Feltman. Active chapter and some alumnae were present.

January 13th. Active chapter of Omicron have a theatre party at the Majestic, "Twin Beds," for Miss Feltman. Afterwards the party had tea at Block & Kuhl's.

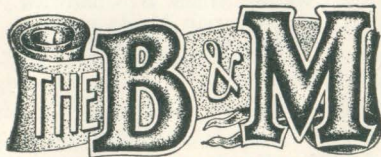
January 15th. Miss Katherine Feltman pledged Omicron Kappa Kappa Kappa.

January 20th. Miss Emma Fey entertains at luncheon for Miss Dorothy Wellock, of Pittsburg.

January 16th. The Omicron sorority sew for Crittenden Home at Miss Teddy Parker's.

January 26th. Omicrons have spread at home of Miss Madelere Cashin.

January 30th. The Omicrons sew at home of Miss Louise Mulford for the Visiting Nurse.



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The changing season is reflected in our stocks. Spring apparel adds a bright, cheerful note to every section of the store.

Come and see what's new in the suit, sports apparel, dress, waist, coat, corset and junior's sections.

ATHLETICS



Edited by Edwin Jacquin, Francis Beecher, Donald Murphy

ATHLETIC DIRECTORY, 1916-1917.

Captain	Sport	Manager
Arthur C. Graham.....	Basketball.....	Leonard S. Putnam
Horace B. Merrill.....	Baseball.....	Archie B. Chadwick
Alonzo W. Hedrick.....	Football.....	Frederich H. Ticknor
Leonard S. Putnam.....	Track.....	Howard W. Harman
None.....	Inter-Mural.....	Harry W. Brady
None.....	Tennis.....	Donald B. Murphy

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STUDENT BODY:

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Higher Academy—Robert Strehlow
College—Archie B. Chadwick
Girls—Marian Mackemer
Horological—J. H. Berning

ALUMNI:

Edward F. Stock

BASKETBALL REVIEW.

As related in the January issue of the "Tech," the Bradley basketball quintet surprised everyone in its first encounter of the season and copped one of the roughest games ever staged on the Bradley floor from St. Viators, 19-15. Spears and Graham, by their marvelous basket shooting both from the field and the foul line were the main instruments in the victory.

The summons after Christmas saw somewhat of a change in the Poly ranks. There was a great addition to the red and white squad in the person of Gus Kupper, former Manual captain, who played in one game for Bradley last season. The sight of Kupper served as a tonic to coach Brown and his followers. Ticknor, who had been ineligible during the fall quarter was able to remove his condition, but Cleo Spears was not so fortunate and the team journeyed to Bloomington without its popular midget.

"EAT AT MEEK'S RESTAURANT." 316 FULTON STREET

Bradley 20, Wesleyan 33.

Much to the disappointment of all Bradley, the Wesleyan game at Bloomington, January 13th, was the poorest exhibition put up by the Red and White during the entire season. The final score was 33 - 20 with Wesleyan holding the long end. Millard and Ward literally went crazy and shot baskets in typical Wesleyan style. Kupper alone upheld the honor of the bluff school with five field goals and one foul. Graham and Merrill handled the forwards during the entire encounter. The latter caging two baskets, but the hilltop captain was closely guarded and failed to count other than in the free throw column. Coach Brown used both of his sets of guards, Reynolds and Ticknor playing the first half and Daily and DeNufrio the second. The Bradleyites left Bloomington vowing to whip Wesleyan February 17th at Peoria.

Bradley 25, Eureka 31.

The evening following the Wesleyan game the somewhat tired Bradley five again went down in defeat this time to Eureka, 31 - 25. In this battle it was purely a case of wizard basket shooters taking the measure of the local players. It was a rough game but a beauty to watch altho our team had to be content most of the time with only "a few points behind." O'Marah and Jury for Coach Pritchard's squad led in the cannonading with five baskets apiece. O'Marah also dropped in five fouls. With but one exception all of the Eureka baskets were made from beyond the foul line and the Bradley guards were powerless to interfere. Kupper again starred and with the help of Reynolds, who broke up many plays on the defense, and Graham, who featured with a fast floor game, the local team was always a hot contender for honors.

The two defeats seemed to arouse the players to greater efforts. A two day trip stared them in the face. Sport writers and optimistic boosters of the team predicted one sure and possibly two defeats at the hands of Augustana and Lombard. Some even predicted the multiples that would feature the Augie victory.

Bradley 27, Lombard 23.

The battle at Galesburg proved to be a rough and ready affair with a referee who might as well have closed his eyes. The floor was slippery and Lombard guards held at will and with little real basketball exhibited by the Bradley basketekers, nosed out a victory 27 - 23. Daily and Ticknor had their hands full but they certainly acquitted themselves honorably. A Lombard player was heard to say: "That weakly Daily has the longest appendiges of any fellow I ever saw." Lombard made six points at the start of the first half but failed to make any more while Bradley counted nine. During the second half Kupper dropped in five long baskets, which gave the locals a good lead. Allen and Negley, formerly of Farmington starred for the Universalists.

Bradley 32, Augustana 24.

The following evening at Augustana the Bradley boys stepped out as fast as any Red and White quintet ever did and the inconceivable happened; Augustana was walloped on its own floor, 32 - 24. It was

simply a case of too much Graham, Merrill, Kupper, Reynolds and Ticknor. Upon his return, Coach Brown said: "It was the most remarkable feat in the basketball line I have ever seen a Bradley team do."

The question was asked: "What was wrong with Augie?"

Not one thing, the Swedes played great basketball but Bradley went them one better and to the extent of eight points. Kupper played the greatest floor game ever seen on the new Augustana floor and counted eight times from the floor, a most remarkable record. Graham scored four times from the floor and one from the foul line. The Augustana points were well distributed but Swedeberg and Taber played the stellar roles.

The Bradley players will never get over praising the Augustana floor. It is considered one of the best in the state. Merrill played the same style game which featured his work in the tournament last year, going high up in the air after the ball and playing a great defensive game. The result in this game sent Bradley stock in the conference soaring far above par.

Bradley 27, E. I. S. N., 14.

The following Friday night Eastern Illinois State Normal provided a fairly strong battle but the hill-toppers finished with an eleven point lead. At the start of the game it looked as tho the Red and White would have an easy time for the score soon mounted up to 14 - 2. But here the Bradley basketeters took a rest and failed to make a point thruout the



201-203 S. ADAMS ST.

The difference between, "Hey, that's the wrong car!" and "This car, please, sir!" is simply a difference in appearance. Some clothes have the "Hey, there!" look, others compel a "Sir."

Slip into a B. & M. Suit—you will enjoy that thrill of confidence which means you are in the "Sir" division.

Prices from \$15 to \$35.

remainder of the half, while the visitors finished the half with a total of nine points. The first ten minutes of each half was unusually fast. Especially at the start of the first half the team work of Graham, Merrill and Kupper was of the highest order. Reynolds and Ticknor showed classy form, the former high school star especially was successful in ruining the opponents' attempts at team play, while "Tik" smothered the visitors when underneath the basket.

Bradley 39, Lincoln 8.

The following evening Lincoln furnished but little opposition and the bluff men carried away the heavy end of a 39 - 8 score. Coach Brown started his entire second team with the exception of Daily and Reynolds, and Daily was played out of his position and sent to center. Spears was the high individual man of the game with five field goals and one foul. The general all-around work of Reynolds stood out above the field as he played classy ball on the defense and trotted down to drop in four pretty counters from the field. Altho the Bradley team won out it was a night of bad luck, for early in the second half, "Dick" Merrill, star veteran forward, broke the middle finger of his right hand and is probably out of the game for the rest of the season. "Dick" wanted above all things to play once more against Millikin, Augie and Wesleyan and it is possible that his wish will be realized in the tournament, but not before.

Bradley 15, Lombard 12.

Lombard came to Peoria, Friday, February 2nd, determined to wipe out the defeat which Bradley dealt out to her at Galesburg but the bluff boys were at their best and in the best struggle of the home season to date, Bradley won out 15 - 12. A most remarkable thing about the game was the fact that at half time Bradley was holding the short end of a 12 - 6 score. Lombard did not score one point in the second half so close did the hill-top men guard. The Lombard players put up a hard fight and are deserving of no little amount of credit. It was only in the last three minutes that the Red and White won out. To Daily go the honors of the evening. Altho he did not start the battle, Daily went at a terrific pace once he did enter, playing a grand game on the defense, a good floor game, and dropping in the last two baskets which sounded Lombard's death knell. Ticknor played his usual classy game at back guard. Negley was the best performer for the visitors, the former Farmington demon going at a fast pace thruout the game.

Bradley 13, Normal 10.

The slowest game of the season was the occasion for the sixth straight win for the bluff basketeters, when they surprised everyone and walloped Normal at Normal, 13 - 10, February 3rd. The game was slow and devoid of interest thruout. Both teams played poorly and the play of either squad could hardly be taken as a criterion of its real ability. The first half ended 10 - 4 in favor of Bradley. The defeat was only the second one that Normal had been handed this season and it came as a distinct shock to her. As we go to press there are four games remaining on the schedule before the tournament. The team has made a remarkable showing by winning 7 out of 9 games and bids fair to finish with the best of them at the tournament, if not cop the bunting itself. The support of the students is what they need just at present.

THE GIRLS' BASKETBALL TOURNAMENT.

The captains of the girls' basketball teams have been chosen as follows: Second year, Wilhelmina Hoagland; Third Year, Margaret Jobst; Fourth Year, Ethel Day; College, Lucile Leisy; Normal Team No. 1, Dorothy Bonstiel; Normal Team No. 2, Mabel Kersey.

The results of the tournament up to January 31 are:

Leisy.....	20	Day.....	21
Bonstiel.....	8	Kersey.....	26
Hoagland.....	13	Jobst.....	24
Jobst.....	5	Day.....	42
Leisy.....	17	Kersey.....	8
Day.....	11	Kersey.....	8
Hoagland.....	18	Bonstiel.....	11

The girls plan to finish the tournament by the first week in March so that the "Illinois-Wisconsin" game can be played before Spring vacation. These are all star teams chosen by Miss Bell from the tournament players. There is much enthusiasm and interest in this one big game and there is a great deal of rivalry among the girls for places on the teams. Everybody remembers how thrilling the Illinois-Wisconsin game proved to be last year and I am sure this year's game will prove equally as good. Every girl who has any school spirit at all should surely come to this game.

The girls are also taking a great deal of interest in bowling and have the use of the alleys on Tuesday afternoons from three to five o'clock.

BASKETBALL HAS BIRTHDAY.

Thursday, January twenty-fifth marked the day that basketball had a birthday. It was on this day in Springfield, Mass., the first matched game of basketball was played. Just a quarter of a century ago in the year 1892, two class teams of the Springfield, Mass., Y. M. C. A. clashed to see which would carry away the honors of the first game.

The game has been flourishing and becoming more popular after twenty-five years, till America has claimed it as the leading indoor sport.

It is estimated that at least a quarter of a million people are now playing basketball which has been taken up by colleges, schools and numerous independent teams all over the United States, Canada, Europe, South America and the far East, also have accepted it as a healthful recreation.

Dr. James A. Naismith, now of the University of Kansas, then of the Springfield, Mass., Y. M. C. A. was the inventor of the sport. Originally twenty men were allowed to play on a side and about twenty years ago seven men did the playing for a side, and then about the year of 1896 the first ruling came into effect allowing but five men to toss the leather sphere. Lately the rules have been standardized and basketball is now the greatest of indoor sports.

"ALL EATS HOME COOKED AT MEEK'S RESTAURANT." 316 FULTON ST.

BOOST FOR A GREATER INTERSCHOLASTIC.

Track is already claiming its share of the interest in Spring athletics. The annual interscholastic meet which will be held on Bradley Field, April 28, is the initial gathering of athletes of the season.

After several weeks of hard work, Director Brown and his assistants have completed the mailing of entry blanks and full details for the meet. If the plans terminate as expected, this assemblage will be one of the largest that ever visited Bradley. There were 250 entries last year. The aim this year is to make the attendance total 400. Practically every section of the state has been included in the entry list. In all probabilities a great portion of the members of the Corn Belt Association will make their debut at the interscholastic this year.

For the last two years the annual Corn Belt Track Meet has been held at Bloomington. The competition included teams from Decatur, Springfield, Mason City, Clinton, Havana, Atlanta, and many others. These schools are always well represented and their addition will be a splendid augmentation to the meet.

Coach Muhl, of Wesleyan, is the president of this association and has taken almost entire charge of their affairs. He announces that this association has not been a financial success and that they are now ready and willing to take up the first plausible contract. Also the clannish actions of this assemblage has disgusted many of its own members. The three Bloomington High Schools are especially anxious to arrive at better terms with the local schools in track and their appearance at the interscholastic track meet will be the first step in that direction.

The interscholastic meet has gained considerable prominence thru the performances of the two-man team from Oregon, Landers and Loomis, who at present hold a majority of the interscholastic records. Last year the phenomenal work of these two C. A. A. junior stars, won Oregon first place in the meet with a total of 42 points. Bradley academy, who was second, could only muster together the small number of 13 points. Landers was recently named a member of the All-American Track Team, while both he and Loomis were named on the All-American Interscholastic Track Team. It is of interest to note that neither of the stars will compete this year, as Landers is attending school in Pennsylvania, while Loomis is working in Chicago.

At Bradley the outlook is not exceptional. Manager Harman reports Ewalt as the only eligible man who has considerable experience. The remaining candidates have had little or no experience so that the team this year will be composed necessarily of green material.

The awards for the meet this year will surpass all former prizes that have ever been given in an interscholastic meet in Central Illinois. Gold, silver and bronze medals of the highest qualities will be given for first, second and third places.

CORRECT ATTIRE FOR ALL OCCASIONS. DICK BRADLEY, TAILOR



LOCALS

Edited by Josephine Miles.

YOUNG AMERICA SERIES. No. 5.

Oh, what is so rare as a date with June?

Those if any are perfect dates.—

Honestly, now, wouldn't you like to kiss this sweet little dear? Then just ask June if you may.

There was once a time—oh, long, long ago,—at least so we are told—when all the fond relatives and admiring friends could kiss this same sweet child, without asking permission. In fact, they were expected to, and also to say, "What a dear darling child." They still say the latter, but about the former—well, you will have to ask June.

The story is told of an ambitious young man, who, goaded on by the bantering of his friends attempted to achieve the impossible, but at the very doors found barriers;—barriers as solid as the rocks of Gibraltar. The beautiful Princess is still awaiting the advent of some dashing Harold who can scale the impregnable rocks, and carry her off to lands afar on his fiery steed.



JUNE M. KELLAR
As she used to look

THE FINAL PSALM.

Lives of teachers all remind us
We can make our mark sometimes,
And departing leave behind us
Notes upon the margin line.

Markings that perhaps another
Taking now what we took then,
A forlorn and much flunked brother
Seeing, may take heart again.

Seniors. (J. K. M.)

Witty: "Have you heard the story about the coffee and the cold water?"

Dens: "Why, no. What about it?"

Witty: "That settles it."

"If You Are Looking for a Good Place to Eat, Try Meek's Restaurant." 316 Fulton St.

ODE ON IMITATIONS OF IMMORTALITY FROM
RECOLLECTIONS OF EARLY CHILDHOOD.

I'm nothing but a Freshman in the Academy, you see,
So I'm not so very learned yet in Greek or Chemistry;
I don't hobnob with Seniors much—in fact, they're quite aloof!
And for every misdemeanor, I get a stern reproof.

But I've got a lot of loyalty for dear old B. P. I.,
And 'specially when the Tech comes out; then down the hall I fly;
And when I get my copy, with great joy I turn the leaves,
And if my name appears therein, my heart with rapture heaves.

There's always one department that I turn to first of all!
It tempts me, and allures me—to my fancy does it call;
It's entitled "Young America," and in it do appear
The pictures of celebrities—who to B. P. I. are dear.

Sometimes an honored student's picture holds the sacred place,
And sometimes honored teachers, with their dignity and grace!
But whosoever it may be, of this much rest assured—
No one is ever pictured there who fame has not procured.

The pictures sometimes look quite strange, and not quite up-to-date,
Sometimes as to the owner of the face there's some debate;
For the pictures are of children, and were taken long ago,
Preserved by doting mammas—their darling's charms to show.

So the girls appear with golden curls, and monstrous big hair bows.
And the boys have big white collars, and are bashful, too, I know!
Their eyes are big—their faces scared—they sometimes suck their
thumbs.

Oh! when I look upon them, my gravity succumbs.

So when a student rises into prominence and fame,
The editor comes up, and calls him timidly by name;
And asks that as a favor to the Tech and B. P. I.,
He bring his baby picture for the school's admiring eye.

Small wonder then—my envy—as upon this page I gaze,
And my heart leaps up within me as I think of future days;
I may not be an editor, a teacher, or a star—
I may not e'er be famous, and be gazed on from afar.

But I think that if my picture ever on that page should be,
I'd die of utter happiness and breathless ecstasy;
For 'twould represent the summit of my most heart-felt desire.
My fame would be established—my genius' soulful fire!

OUR TEAM.

B is for Baskets made by C. A. and Cleo,

R is for Roxy, a winner, I'd say so.

A is for Artie, one forward so quick,

D stands for two by the name of Dick.

L stands for Length which to Gus belongs really.

E is for our Earnest center, John Daily.

Y is for Youth or in other words, Tichnor.

See what you have when you put them together.

WOULD THAT HELP?

G. P.: "If I saw a gray hair in my head I would dye it (diet)."

Lehman (translating French): "She used to lead her little boy to this school who was seven years old."

Central: "Drop in a nickel, please."

Miss Fey (new at the business): "Why, why, I haven't got a nickel; can you change a quarter?"

POLLY TEKNIK'S ADVICE.

(Address all inquiries in care of the Bradley Tech.)

Dear Miss Polly:

I have always been greatly troubled by an uncontrollable impulse to do something foolish. I always have catalogues of novelties such as lead pencils with rubber points, flowers which squirt water, and other excruciating jokes, and little books, which tell how to breathe out fire from the nose together with such portions of the wind pipe as may have become detached. The other day I revived the old one where the end of a spool of thread is introduced through the material of one's coat so as to present the appearance of a raveling; the joke occurs when it is attempted to be removed, unrolling to an unexpected length. I had a rubber dagger until my mother took it away from me. I feel that if you would help me overcome this embarrassing condition I should be grateful to you, as long as our starry banner waves o'er the land of the free and the home of the brave, and our noble American eagle rises toward the sun screaming "Liberty!"

Yours truly,

RALPH SWINNERTON SCOTT.

Dear Mr. Scott:

My advice is that you consult a doctor. There is not a moment to lose!!! Do not go outside except in disguise; you may be gathered up. Disguise yourself as a hollow noise. A cure is, however, quite possible. There is a case on record where a man had believed for forty years that Roosevelt was the greatest American, but was cured nevertheless. The main thing is not to give up. Local applications may be of value. A plaster of paris cast covering the entire body would undoubtedly be of some effect. Let me hear from you after you have followed this treatment faithfully.

WARNING

Honourable Editor B. G. Hatch,
Won't you kindly consider this sketch?
And if you deem it worthy of the Tech,
Why, go ahead and print it—by heck!

—A. K.

TO HARRY GEBHARDT.

On reading his letter to Miss Polly which appeared in the January issue
of The Tech:

What! You want a girl, Harry?
Who'd a thot it—by Jerry!
Honest, Harry, is it true,
Am I nutty or are you?

That a man so worldly wise—
By Jove, this *is* a surprise!
Stop! Have you lost your reason?
Pallas will call this treason!

—A. Kahn.

Doc. Swaim: "That's a pretty expensive machine; you don't want
to buy many of them. They cost fifty dollars apiece before the war."

Johnny Daily: "Darn the war."

HEARD IN CHEMISTRY.

Mr. Smith (doing an experiment): "If we're not careful this is
going to blow up. Now come closer so you can follow me."

New Student (to Donald Murphy): "And are you a son of Erin?"

Donald: "No, sir, you must have me mixed with some one else,
my father's name is *Otto* Murphy."

Franklin Mattoon Butler (inspecting the "pot" during the progress
of a *game*): "Say you fellows, there's a quarter missing, who put it in?"

INTELLECTUAL ANNOUNCEMENT.

Harry Brady: "It sure is great to be alone once in a while,—especially
when you have a young lady with you."

SHADES OF CHINA

Emma Fey: "How would you like to have some chop suey?"

M. Keith: "Hot."

Fischer is revising the pronunciation of stomach in Biology class.
We surmise that he spells it *stomick*.

Learned in Bacteriology: "Even our mouths are moldy."

DICK BRADLEY MAKES GOOD CLOTHES. 135 SOUTH JEFFERSON AVENUE

The Jefferson Club serves men

"Who Care to be Well Dressed"

for
less
than
7c
per
day

Unlimited
Clothes Pressed
Shoes Shined
Shower Baths
Individual Steel Locker
Valet Service

Positively No Tipping

\$2.00 Per 3 Mo. \$ 5 6 Mo. \$10
Mo. 9 Mo. 15 12 Mo. 20

The Jefferson Club

Hippodrome Bldg. Phone M-6833

D. C. REICHARD, Manager



Suits or Overcoats Dry Cleaned **50c**
(For Members)

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We take orders for fancy Brick Ice Cream

Ask us for price list.

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A dollar saved is two

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Cut out this advertisement—it is good for one dollar on
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Painstaking Efforts to Please

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Fitch Auto Supply Co.

Everything for Your Auto

Let Us Solve Your OIL Problems with MOBIL OIL

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Younglove & Singer

JEWELRY

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IDEAL LAUNDRY
Cleaning & Dyeing
PHONES M.1002

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==== AND =====

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Peoria's Perfect Playhouse

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Phone Main 281

511-512 Jefferson Building

**Let Us Help You Solve Your
Decorative Problems**

Make your home artistic. See us when in need of

FURNITURE, RUGS AND DRAPERIES

Bulach-Marshall Co.

(Inc.)

312 South Jefferson Ave.

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Exclusive Hatters and Furnishers for Men

317 Main Street

While Embracing the Splendid Opportunity to Get a
Good Education at Bradley

Don't Forget to Learn to Save

OPEN AN ACCOUNT AT

The Home Savings and State Bank
JEFFERSON BUILDING

"WARE" \$2.00 Hats for Men

We do depend upon style appeal to win new friends for "Ware Hats." But every hat is made so good that your first hat will give you sufficient inducement for buying the second.

Your Next
HAT



Your Next
CAP

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D U R O C P R E S S

Quality Printing

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YOUR HOTEL

Is Equipped to take care of

Dinner Parties

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Excellent Cafes

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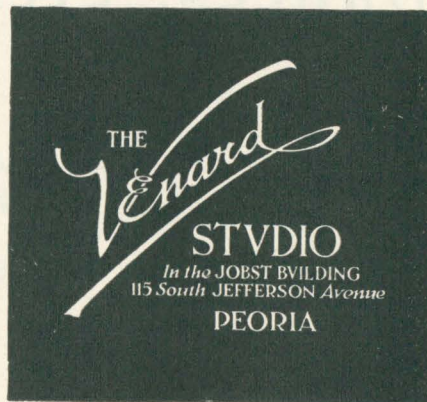
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Back to Peoria

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Corner Main Street and Madison Avenue

Phone Main 4562

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FOR YOUNG MEN AND WOMEN

Our Quality the Best
Our Style Up-to-the-Minute
Our Price Always Right

The Reliable Shoe House

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319 South Adams Street

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No need of groping after the next tool to be used

Have ALL IN ONE in your hand

SEVEN TOOLS

Profit by its many advantages

Saves money and more

THE EARL J. EARLY CO.
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"DRAFTSMAN" 11 in.

"Jr." 75¢ fits in pocket

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The Cream of New York and Chicago Markets

"Nothing is too good for my friends in Peoria," was my motto on my recent trip to the great markets of the country, New York and Chicago. All the newest and most exclusive ideas in clothing and haberdashery that will be seen this Spring on Fifth Ave. and Broadway, New York and Michigan Ave., Chicago, I have brought to Peoria. This trip I make every season to the metropolitan fashion centers of America is another idea of what constitutes O'Brien-Jobst service. It will also explain why you will always find O'Brien-Jobst clothing, O'Brien-Jobst hats or shirts distinctive and individual—things apart from the vast quantity of mediocre merchandise that abounds everywhere.

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SPRING STYLES

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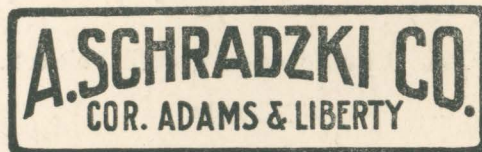
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